

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : David D. Zito, et al.
Application No. : 10/783,383
Filed : February 20, 2004
Title : COMPUTERIZED ADVERTISING OFFER EXCHANGE
Examiner : Rodney M. Henry
Art Unit : 3682

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

In response to the Office Action dated July 5, 2011, please reconsider the above identified application in light of the following:

Amendments to the Claims are noted in the marked-up version of the claims beginning on page 2 of this paper; and

Remarks begin on page 10 of this paper.